



GLION

INSTITUTE OF HIGHER EDUCATION
SWITZERLAND



ACADEMIC PROGRAMS

Undergraduate and Graduate
Hospitality | Event, Sport and Entertainment

www.glion.edu



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GLION INSTITUTE OF HIGHER EDUCATION

VISION

Through its challenging academic programs, structured living environment, craft-based learning, and the “Glion spirit”, Glion Institute of Higher Education develops innovative leaders for a broad array of service industries.

MISSION

Glion Institute of Higher Education (GIHE) offers management focused programs for the hospitality and other service industries. With an emphasis on both didactic and craftbased learning, Glion is European in its outlook, Swiss in its work ethos, American in its educational approach, and multinational in its student body. All programs emphasize the development of generic thinking skills, the understanding of contemporary management theory, and the integration of theory and practice. The “Glion spirit“ and Glion academic programs prepare graduates for rapid progress to international managerial positions.

THE VALUES THAT GUIDE GLION INSTITUTE OF HIGHER EDUCATION AS WE WORK TOWARD OUR VISION ARE:

- To operate a sustainable business model and reflect this in our curriculum
- To provide educational breadth coupled with optional specialization
- To work as reflective practitioners
- To develop leadership, enterprise and entrepreneurial skills
- To respect differences of culture
- To act with integrity
- To practice and teach the Swiss work ethos
- To foster an international perspective
- To mentor our students
- To guide students to increasing responsibility
- To provide students with American style Student Services

GLION GRADUATE SCHOOL MISSION

Spearheading the institutional mission, the Graduate School provides an exciting and innovative synergy between academic rigor and global service practice. The Master programs aim to develop reflective individuals, empowered to meet the challenges of ambitious and wide-ranging career aspirations.

Our internationally experienced faculty provides a rich spectrum of courses tailored to the needs of future leaders in the rapidly evolving global, technological business and education environment. We achieve this by reinforcing both subject competence and transferable skills, enabling our participants to make flexible, thoughtful contributions to their chosen field. Our student-centered approach to teaching and learning is inspired by the Swiss work ethos, striving for perfection and diligence, as well as service-mindedness and customer focus. We encourage participants to explore topics in depth, developing their intellectual skills and a habit of life-long learning. We serve those who have an undergraduate degree, may be in mid-career, or seeking an important career change. They will leave us to become leaders or educators within the world of services.

FOR AN INTERNATIONAL & SUCCESSFUL CAREER

With an increase in business travel, leisure time and disposable income, opportunities in hotel, tourism, event, sport and entertainment are developing like never before. These dynamic sectors are among the largest employers in the world with growth forecasted to continue over the coming decades.

GLION INSTITUTE OF HIGHER EDUCATION

Located in Switzerland, GIHE welcomes each year over 1,500 students from more than 90 different countries. Glion offers undergraduate, postgraduate and graduate programs that combine current industry knowledge with managerial skills and personal development. Through its wide choice of curricula, students can choose the program that best answers their professional goals and individual aspiration.

ACCREDITATION - RECOGNITION

Glion is accredited at university level by the Commission on Institutions of Higher Education (CIHE) of the New England Association of Schools and Colleges (NEASC), www.neasc.org, in the United States. It is one of the six associations recognized by the American department of education. Glion is also recognized by the Swiss cantonal authorities of Fribourg.

FACULTY

85 full-time and part-time faculty members of various nationalities convey their passion and experience to our students. All have relevant academic credentials and/or extensive professional experience. They are encouraged to be active members of professional associations and are required to regularly update their subject knowledge through scholarly research. We also select faculty members who have professional experience in the field they teach, thus maintaining a strong relationship between practice and theory.

CAREER DEVELOPMENT DEPARTMENT

Our career development department is very active in helping students secure employment upon graduation. Each semester, key recruiters from over 30 international companies come on campus to recruit future graduates. They include hotel chains such as Accor, Four Seasons, Hyatt International, financial Institutions such as JP Morgan as well as Event, Sport and Entertainment organizations.

LIBRARY RESOURCES – RESEARCH

Each campus has its own library offering over 12,000 books and more than 40,000 online publications. Our professional librarians assist students in their academic research and in finding information. Adjacent to each library is a study room that offers the perfect setting to undertake research and group study.

INFORMATION TECHNOLOGY

Both campuses benefit from a wireless environment which offers convenience and ease of access to students. This is why students are required to have a laptop so they can work and access the institution’s intranet, internet or their e-mails regardless of their location. They may bring their own laptop provided it meets the required specifications or they can purchase it through the school.

INTAKES

Intakes for the undergraduate programs are twice a year, in January/February and in July/August. The Master programs have only one intake in July (apart from the Online MBA options).

OUR CAMPUSES

GIHE is comprised of two campuses – Glion and Bulle. Both offer beautiful outdoor surroundings with nearby activities such as skiing, golfing, horseback riding, paragliding, cycling and many more. Students will typically live on or close to the Glion and/or Bulle campus depending on the program chosen.



GLION

Overlooking the tourist resort of Montreux, the campus of Glion offers a panoramic and breathtaking view of the Riviera vaudoise as well as the French and Swiss Alps. Through its excellent facilities, friendly atmosphere and multicultural environment, students develop their hands-on and administrative proficiency.



BULLE

Bulle is a young and dynamic town located in the Canton of Fribourg, a beautiful tourist region. Students study in a purpose built university style campus and focus on managerial studies. The campus offers a comfortable living atmosphere as well as modern educational facilities.

A WIDE RANGE OF CAREER OPPORTUNITIES

An education in the growing industry of hospitality, tourism, event, sport and entertainment offers a wide choice of career opportunities to young graduates. Students may therefore choose to work in one of the following sectors.

HOSPITALITY & TOURISM

HOTELS & FOOD SERVICES

- National and international hotel chains
- Corporate offices
- Hotels
- Holiday and sports clubs
- Time sharing accommodation
- Restaurants
- Bars
- Night clubs
- Catering

FOOD INDUSTRY

- Production facilities
- Distribution and trade companies
- Processing plants

TOURISM

- Tourist offices
- Ministries of tourism
- Travel agencies
- Tour operators
- Tourism planning and development sector
- Railway, maritime, airline companies
- Convention and congress facilities

HEALTH & WELLNESS

- Clinics and hospitals
- Specialized establishments (retirement homes and spas)

HUMAN RESOURCES

- Human Resources department
- Training department

MARKETING & COMMUNICATION

- Sales and/or marketing department
- Public relations department

EDUCATION - TRAINING

- Hotel and tourism management schools
- Professional and vocational establishments
- Research institutions

JOURNALISM & MEDIA

- Professional and specialized media
- Publishing houses

OTHER SECTORS AND SERVICES

- Finance - banks
- Insurance companies
- Equipment supplier companies
- Real estate
- Information technology and IT services
- International business relations
- Diplomacy

EVENT, SPORT & ENTERTAINMENT

SPORT & EVENT FACILITY

- Sport centers
- Health and fitness clubs
- Golf clubs
- Sport stadiums
- Training facilities
- Professional sport franchises

ENTERTAINMENT & LEISURE

- Casinos
- Theme parks
- Amusement and attraction parks
- Private clubs
- Resorts
- Concert, music, theaters venues
- Museums
- Film production houses

HEALTH & WELLNESS

- Clinics and hospitals
- Specialized establishments (retirement homes and spas)

SPORT ADMINISTRATION

- Sporting goods manufacturing companies
- Sport federations
- Professional team franchises
- Local government departments
- Sport development institutions

MARKETING & COMMUNICATION

- Marketing companies
- Sales departments
- Public relations firms
- Communication agencies
- Event management companies
- Product marketing, distribution and retailing companies

EDUCATION - TRAINING

- Sports management schools
- Professional and vocational establishments
- Youth centers

JOURNALISM & MEDIA

- Professional and specialized media
- Publishing houses

A FEW FACTS

Total student population	1547
Students on Glion campus	418
Students on Bulle campus	601
Students on internships	378

BREAKDOWN OF STUDENTS PER PROGRAM

Undergraduate students	1395
Postgraduate students	152
Master students	64
Number of faculty members	85
Average number of internship opportunities per student	4.65
Average number of interviews for first employment	3.5
Student male/female ratio	48/52
Number of nationalities represented	92
Percentage of international students	94 %
Percentage of Swiss students	6 %

NATIONALITY MIX

Europe	59 %
Americas	7 %
Asia	25 %
Middle East, Africa & Sub Continent	9 %

Based on 2010 data

INTERNSHIP & FIRST EMPLOYMENT STATISTICS

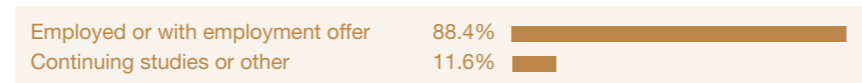
A BRIGHT FUTURE LIES AHEAD | 3.5 interviews per student

In 2010, each graduating student averaged 3.5 interviews with key recruiters from international companies. Many of those interviews resulted in offers of employment upon graduation.

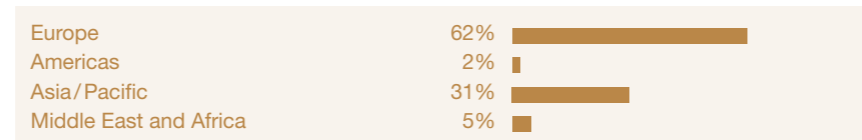
FIRST EMPLOYMENT SECTOR

Corporate training is in high demand, as it allows graduates to quickly access managerial positions. Trainees typically work for 12 to 18 months, rotating through the various departments of a hotel, resort or other international organization before choosing a specialty. This exposure to many aspects of the hospitality industry allows for rapid advancement to senior level positions. Master program graduates are supported to find their next career step mainly through our Alumni contacts.

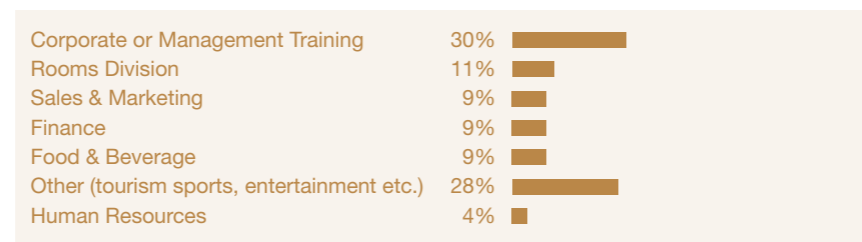
FIRST EMPLOYMENT STATUS ON GRADUATION DAY



FIRST EMPLOYMENT DESTINATION



FIRST EMPLOYMENT STATUS ON GRADUATION DAY



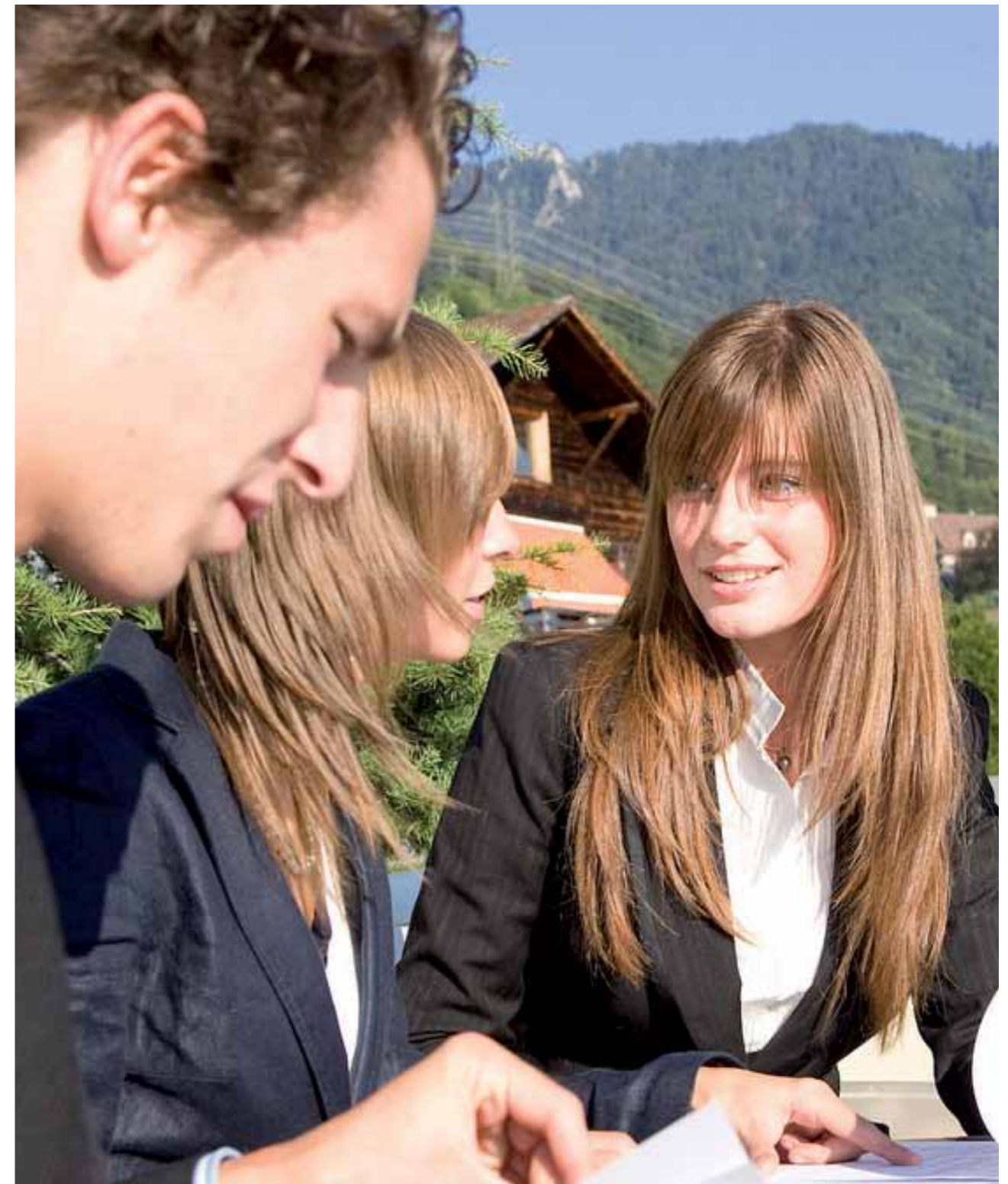
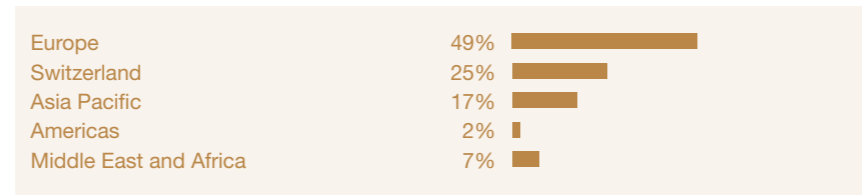
Note: The above figures are based on 2010 graduating students

INTERNSHIP FACTS | 4.65 internship opportunities per student

GIHE students are in high demand. There are on average 4.65 internship opportunities per student in Switzerland and abroad in our database. The first internship is for students to experience what working in the industry is like. Students are supported with finding this placement but have to commit time to find their placement with our help. The second internship is designed as an administrative or junior management level placement and is the responsibility of the student to find. Students are supported in their search by the internship department. Internships offer an ideal environment for students to showcase their talents, which can often lead to an employment offer upon graduation.

For the hospitality management section, students typically do their internship(s) in one or several of the following departments: front office, service, kitchen, rooms division and administration. Historically, students in the event, sport and entertainment program have obtained administrative internships in hotels, resorts, sports federations, event organizations, health and sports clubs, as well as the Olympic Museum and other companies related to the Olympic Games.

COUNTRIES / CONTINENT WHERE STUDENTS DO THEIR INTERNSHIP(S) (BASED ON BA & BBA PROGRAMS - 2010)



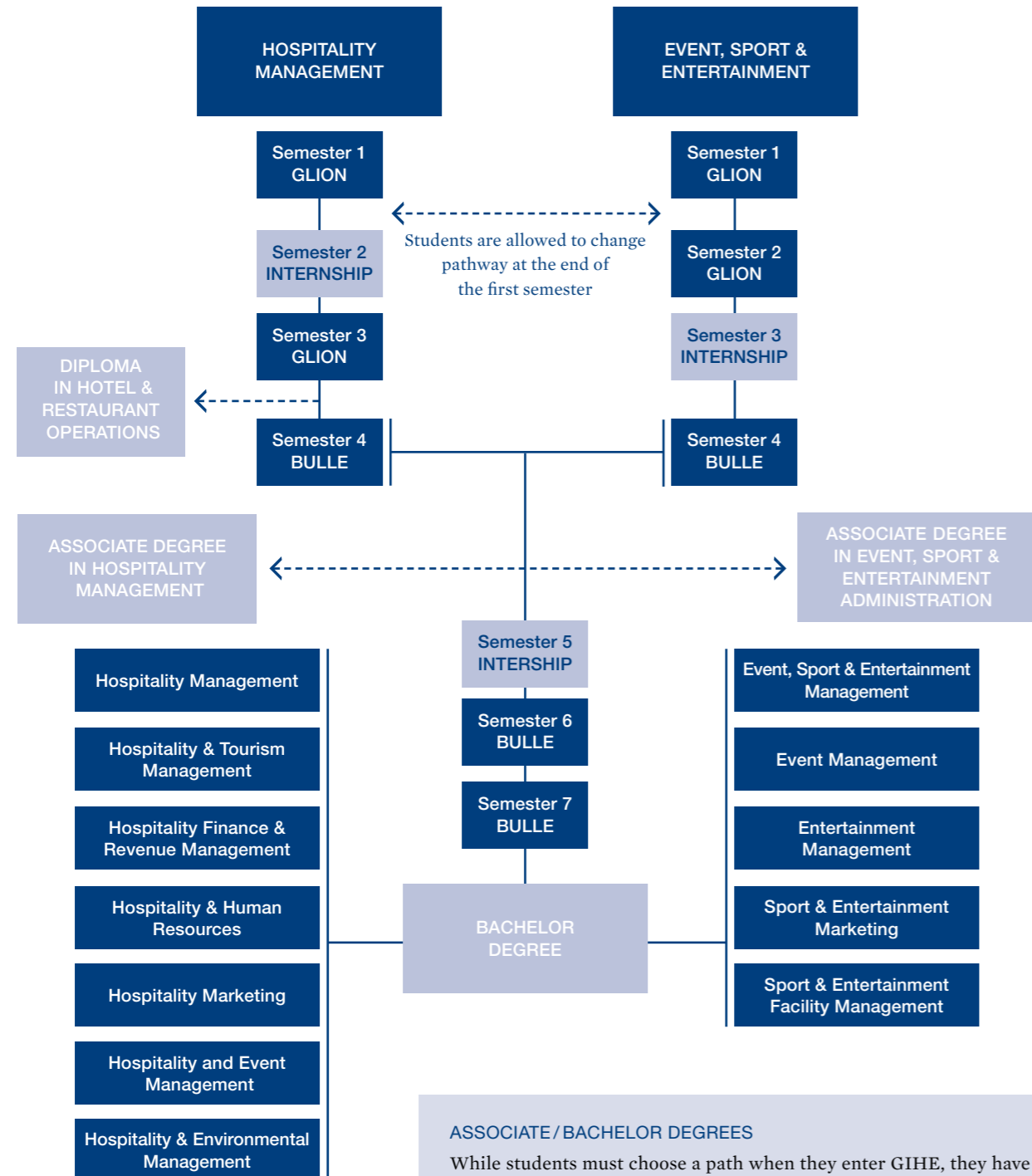
UNDERGRADUATE PROGRAMS

Hospitality Management | Event, Sport & Entertainment Management

A WIDE CHOICE OF SPECIALIZATIONS

Glion has developed two undergraduate programs:

- Hospitality Management
- Event, Sport and Entertainment Management



ASSOCIATE/BACHELOR DEGREES

While students must choose a path when they enter GIHE, they have the opportunity to change academic pathways at the end of semester 1.

POSTGRADUATE PROGRAMS

Glion offers postgraduate programs from 1 to 2 years in Hospitality (page 18) or in Event, Sport and Entertainment (page 19).

HOSPITALITY PROGRAMS

DIPLOMA IN HOTEL AND RESTAURANT OPERATIONS | 1.5 years

This one and a half year program is open to students from 17 years old or older and is designed to provide fast-track access to first employment. Please refer to semester 1 and 3 of the Associate Degree for course guidelines. However, please note that the Diploma program has fewer courses than the Associate Degree.



ASSOCIATE DEGREE IN HOSPITALITY ADMINISTRATION | 2 years

The Associate Degree in Hospitality Administration is a 2 year program that prepares students for the Bachelor Degree. Students acquire a solid base to better understand the business environment while developing their personal and cultural awareness. Emphasis is on professional skills to help students appreciate the complexity of working in revenue driven surroundings.



While most students choose to continue towards the Bachelor Degree, career opportunities exist for those who wish to start working at this point.

Potential entry career positions: Supervisor, Middle Management, Administration, Assistant to Department Head.

	SEMESTER 1	SEMESTER 3	SEMESTER 4
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> • Craft-based Learning in Service & Kitchen • Housekeeping Operations Management • Introduction to Food and Beverage 	<ul style="list-style-type: none"> • Craft-based Learning in Food & Beverage or in Rooms Division • Food & Beverage Administration • Hospitality Operations Management 	<ul style="list-style-type: none"> • Food & Beverage Management • Managing Rooms Revenue
ENTREPRENEURSHIP	<ul style="list-style-type: none"> • Introduction to Hospitality Management 	<ul style="list-style-type: none"> • Basic Financial Accounting • Principles of Tourism 	<ul style="list-style-type: none"> • Management Finance • Entrepreneurial Management
GENERAL EDUCATION***	<ul style="list-style-type: none"> • Academic English • Spanish or French • Intensive Oral English • Information Technology • Health & Recreation* • Personal Development & Academic Skills (including Maths support and Intensive Oral English) 	<ul style="list-style-type: none"> • Foreign Language or Academic English or advanced IT* • Psychology of Leadership* or Principles of Geopolitics* • Advanced Academic Support • Internship Research and Preparation** 	<ul style="list-style-type: none"> • Academic English or Critical Reading of English Literature • Architecture and Design or Orienteering and the Interpretation of the Natural or Music in Historical, Cultural and Social Contexts • Transactional Analysis and Experiential Art Therapy or Words and Image or Role Play

Note: all students will do a six months internship during semester 2. These course titles are guidelines and subject to change at any time.

* Not for Diploma students

** Only for second semester of the Diploma track

*** Course list is not exhaustive, refer to the Academic Catalog for the complete list



This program provides students with strong foundations to start an exciting international career. After having successfully completed the four semesters of the Associate Degree, students go on their second internship before choosing

one of the degree specializations. Each path offers courses that meet today's industry requirements and allows students to follow their area of interest. Students enrolled on this program will follow the common courses plus the

specialization courses of the pathway they choose.

Potential entry career positions: Manager or Entrepreneur, Middle Management, Corporate and Management Training.



COMMON COURSES	SEMESTER 6	SEMESTER 7
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> Human Resources in the Hospitality Industry 	<ul style="list-style-type: none"> Dissertation (honors students only) or Independent Research Study Industrial Employment Culture Assessment Center
ENTREPRENEURSHIP	<ul style="list-style-type: none"> Legislation and Contractual Law 	<ul style="list-style-type: none"> See courses in specialization tracks A through E
GENERAL EDUCATION	<p>MANDATORY COURSES</p> <ul style="list-style-type: none"> Philosophy and Ethics Statistics Research Methods and Report Writing or Business Research Methods Organizational Behavior (on some pathways) <p>ELECTIVE COURSES</p> <ul style="list-style-type: none"> Transactional Analysis and Experiential Art Therapy Media and Arts Art History and Appreciation Theater & Music in Everyday Life Drama & Performance Text and Visual Arts Media and Society Photographs: People and Place Orienteering and Interpretation of the Natural Landscape Microbes and Men: Health and Disease through the ages Environmental Management Science and Society Wellbeing and Health 	

Note: all students will do a six months internship during semester 5.

	EXAMPLES OF SPECIALIZATION COURSES
<p>A. BACHELOR OF BUSINESS ADMINISTRATION IN HOSPITALITY MANAGEMENT</p> <p>This degree opens the doors to a wide range of career opportunities. It is the best choice for those students who have career aspirations as executives in large companies or step into the entrepreneurial world.</p>	<ul style="list-style-type: none"> Leadership Integrative Business Game Entrepreneurial Finance
<p>B. BACHELOR OF ARTS IN HOSPITALITY AND TOURISM MANAGEMENT</p> <p>Countries and regions increasingly depend on tourism as a substantial element of their economy. This degree prepares students for employment in managerial jobs where they will play key roles in planning, developing and promoting tourism.</p>	<ul style="list-style-type: none"> International Tourism Planning and Development System Analysis for the Hospitality and Tourism Industry Managing Visitor Spaces for Tourism & Leisure Transport Planning Conference and Exhibition Management
<p>C. BACHELOR OF ARTS IN HOSPITALITY FINANCE AND REVENUE MANAGEMENT</p> <p>Financial institutions, hospitality organizations and chartered accountants recruit our graduates as they have broad based hospitality backgrounds coupled with high levels of financial acumen.</p>	<ul style="list-style-type: none"> Hospitality Real Estate Finance Financial Analysis Law and Corporate Governance Entrepreneurial Finance or Cost, Price and Revenue Management
<p>D. BACHELOR OF ARTS IN HOSPITALITY AND HUMAN RESOURCES</p> <p>Service industries are "people" businesses. Our graduates who are prepared within the broad field of hospitality and specialized in human resource management and development present companies with a desirable set of skills.</p>	<ul style="list-style-type: none"> Training & Development Change Management Human Resources in the Hospitality Industry Services Marketing
<p>E. BACHELOR OF ARTS IN HOSPITALITY MARKETING</p> <p>Marketing is a core business competency which assists in the development and implementation of corporate strategies. Students choosing this specialization will bring innovation and contemporary marketing ideas to their first employers.</p>	<ul style="list-style-type: none"> Contemporary Issues in Marketing Services Marketing Essentials of Brand Management Sales Management: the Creation of Customer Value or International Marketing
<p>F. BACHELOR OF ARTS IN HOSPITALITY AND EVENT MANAGEMENT</p> <p>Event management and organisation is one of the fastest growing segments of the Hospitality industry. The student will develop skills in event planning and operations within the broader context of their business and management competence development.</p>	<ul style="list-style-type: none"> Managing Hospitality in Events Conference and Exhibition Management Managing Visitor Spaces for Tourism and Leisure Operations Management in Tourism and Leisure
<p>G. BACHELOR OF ARTS IN HOSPITALITY AND ENVIRONMENTAL MANAGEMENT</p> <p>Environmental management and sustainable systems are a major challenge that industry faces. Students will gain strategic knowledge and competencies in Environmental management within the context of Tourism and Hospitality business management.</p>	<ul style="list-style-type: none"> Environmental Science and Design Community and Sustainable Development Systems Analysis for the Hospitality and Tourism Industry International Tourism Planning and Development

EVENT, SPORT & ENTERTAINMENT

ASSOCIATE DEGREE IN EVENT, SPORT AND ENTERTAINMENT ADMINISTRATION | 2 years

This 2 year program prepares students for the Bachelor Degree. Combining educational courses with hands-on learning, students will be fully prepared to enter with confidence the event, sport and entertainment industry and will develop their personal and cultural competences.



Although most students choose to pursue their Bachelor Degree studies, they have the possibility to enter the professional world at this point.

	SEMESTERS 1 & 2 (foundation year)	SEMESTER 4
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> The Leisure Industries Safe Working Practices Operational Event Planning Management of Psychology of Participation and Performance in Leisure Preparation for Internship Craft-based Learning in Event Sport and Entertainment 	<ul style="list-style-type: none"> Managing Events 2 Sport and Entertainment Facility and Venue Management
ENTREPRENEURSHIP	<ul style="list-style-type: none"> Basic Accounting Advanced Accounting Management Principles 	<ul style="list-style-type: none"> Financial Management I Marketing
GENERAL EDUCATION	<ul style="list-style-type: none"> English (various levels) or Foreign Language Learning Skills Information Technology IT in Business and Society 	<ul style="list-style-type: none"> Principles of Geopolitics English (various levels) Orienteering and the Interpretation of the Natural Landscape

Note: all students will complete a 3-6 months internship during semester 3. These course titles are guidelines and subject to change at any time.



BACHELOR DEGREE | 3.5 years



This program provides students with strong foundations to start an international and exciting career. After having successfully completed the four semesters of the Associate Degree, students will go on their second

internship before choosing one of the specializations. Each path offers courses that meet today's industry requirements and allows students to follow their area of interest.

Students enrolled on this program will follow the common courses plus the specialization courses of the pathway they have chosen.

COMMON COURSES	SEMESTERS 6 & 7
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> Dissertation (honors students only) or independent Research Study Assessment Center Systems Analysis for the Hospitality and Tourism Industry (except track D) Managing Visitor Spaces for Tourism & Leisure or Spa Management or Casino Management (except track D) Industrial Employment Culture Operations management in Tourism & Leisure (except track D)
ENTREPRENEURSHIP	<ul style="list-style-type: none"> Legislation and Contractual Law Macro/Micro Economics Entrepreneurial Finance
GENERAL EDUCATION	<p>MANDATORY COURSES</p> <ul style="list-style-type: none"> Philosophy and Ethics Statistics Research Methods and Report Writing Organizational Behavior (on some pathways) <p>ELECTIVE COURSES</p> <ul style="list-style-type: none"> Transactional analysis and Experiential Art Therapy Media and Arts Art History and Appreciation Theater & Music in Everyday Life Drama & Voice Text and Visual Arts Microbes and Men Environmental Management Science and Society

Note: all students will complete a 3-6 months internship during semester 3. These course titles are guidelines and subject to change at any time.

SPECIALIZATIONS

EXAMPLES OF SPECIALIZATION COURSES

A. BACHELOR OF BUSINESS ADMINISTRATION IN EVENT, SPORT AND ENTERTAINMENT MANAGEMENT

This track prepares students for a wide range of career opportunities in this dynamic industry. In particular it provides students with a variety of transferable business knowledge and skills, that are highly sought after in corporations and entrepreneurial environments.

- Contemporary Issues in the Entertainment Industry
- Sport, Entertainment & the Media
- Entrepreneurial Finance
- Leadership

B. BACHELOR OF ARTS IN EVENT MANAGEMENT

Due to the recent commercial explosion of the event industry, graduates will gain a full understanding of this sector through skills they will have acquired such as critical analysis, communication, leadership and the development of project management.

- Fundraising for Not-for-Profit Events & Organizations
- Conference and Exhibition Management
- Macro/Micro Economics

C. BACHELOR OF ARTS IN ENTERTAINMENT MANAGEMENT

The massive global growth of leisure time and disposable income has led to a new, more aggressive approach to entertainment management. This track will prepare students to take an active role in the music, media, film, gaming, sport, visitor attraction or arts sectors of the industry.

- Essentials of Brand Management
- Casino & Gaming Management
- Legislation and Contract Law

D. BACHELOR OF ARTS IN SPORT AND ENTERTAINMENT MARKETING

This specialization will be of particular interest to students with an entrepreneurial spirit and who wish to discover the fascinating world of marketing linked to the sport and entertainment industry.

- Knowledge Management
- Contemporary Issues in Marketing
- Essentials of Brand Management
- Sport Retail and Merchandising
- Service Marketing
- Sales Management: the Creation of Customer Value

E. BACHELOR OF ART IN SPORT AND ENTERTAINMENT FACILITY MANAGEMENT

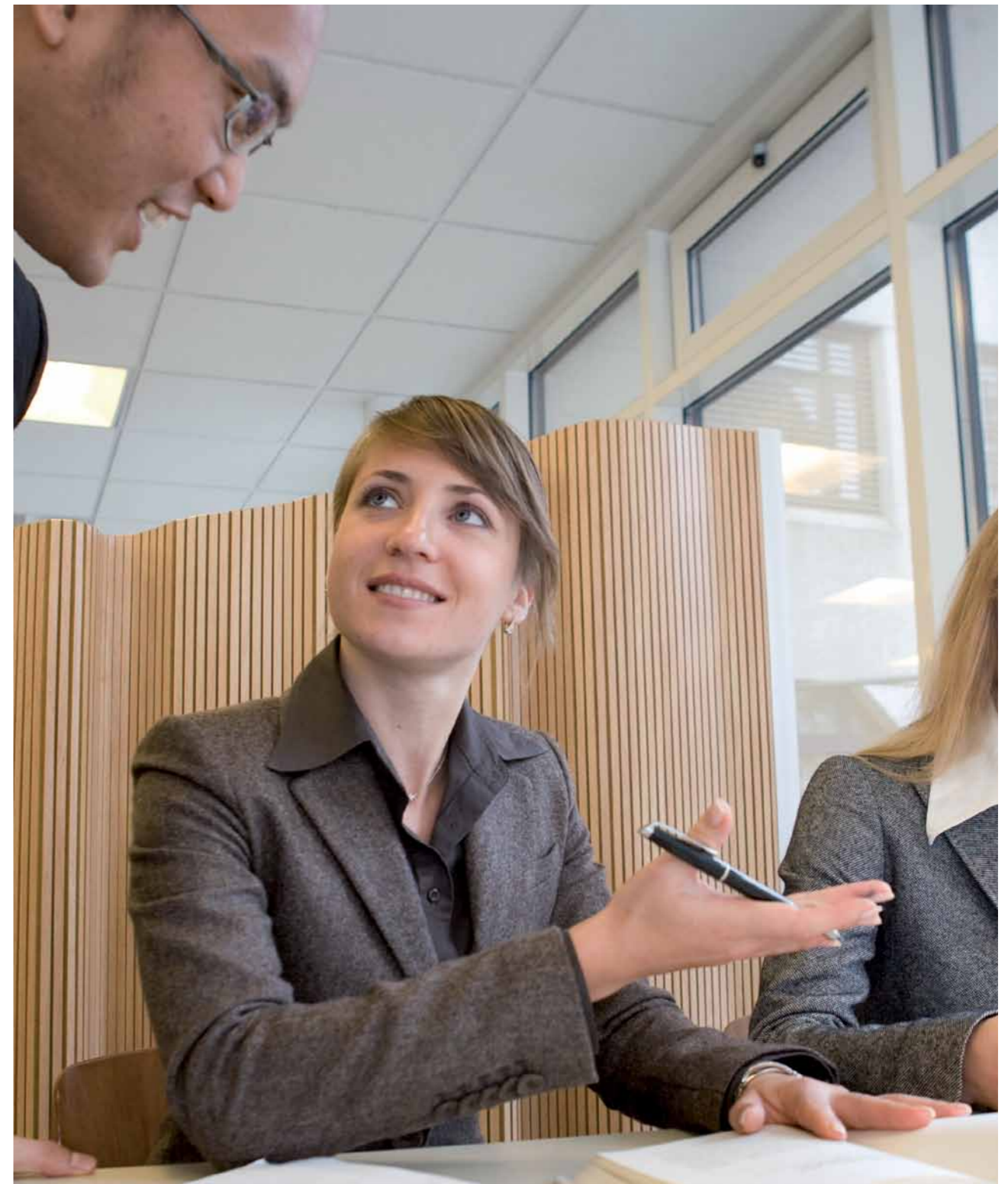
This option will allow students to acquire the necessary competencies to manage sport and entertainment facilities and related venues.

- Introduction in Spa Management
- Casino & Gaming Management
- Managing Hospitality in Events
- Sales Management: the Creation of Customer Value

COMPETE AND STUDY PROGRAM

This unique program is designed for athletes who want to prepare for their post competition career. Athletes can obtain an Associate or Bachelor Degree while still focusing on training and competition. They can delay semesters and/or reduce the number of courses per semester. However, this program requires that students meet academic criteria to successfully earn their degree.

Please note that GIHE does not offer athletic scholarship and students do not receive credits for their training or competition.



POSTGRADUATE PROGRAMS

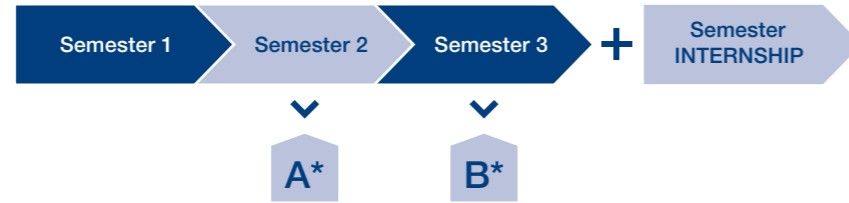
Diploma | Higher Diploma

POSTGRADUATE PROGRAMS

HOSPITALITY | 1 to 2 years

The postgraduate programs offer students who are looking for a career change, the opportunity to learn the fundamental skills and knowledge of the hospitality industry. The various specializations will allow the students to better tailor his/her program according to the student's previous experience and the objective he/she wishes to achieve. Employers particularly appreciate the diverse background and experience of postgraduate students.

*Note: students with work experience and no Bachelor Degree will be awarded a Professional Development Diploma or Higher Diploma depending on the program chosen in place of the Postgraduate Diploma or Higher Diploma. **Depending on entry date, students will begin their semester either on Glion or Bulle campuses (Winter intake: Glion campus, summer intake: Bulle campus)*



POSTGRADUATE DIPLOMA/HIGHER DIPLOMA IN :

- Hospitality Management
- Rooms Division Management
- Food and Beverage Management

A* POSTGRADUATE DIPLOMA

2 taught semesters (12 courses) plus 1 internship in the industry

B* POSTGRADUATE HIGHER DIPLOMA

3 taught semesters (18 courses) plus 1 internship in the industry

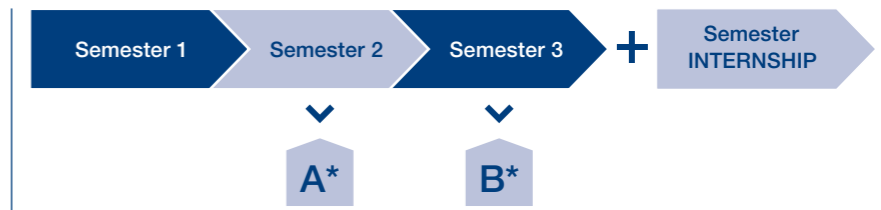
EXAMPLE OF COURSE CHOICES	SEMESTERS 1 & 2	
PROFESSIONAL DEVELOPMENT	HOSPITALITY MANAGEMENT <ul style="list-style-type: none"> • Mandatory Courses • Contemporary Issues in Hospitality • Craft-based Learning Restaurant and Kitchen • Operations Management 	FOOD AND BEVERAGE MANAGEMENT <ul style="list-style-type: none"> • Mandatory Courses • Craft-based Learning – Kitchen and Restaurant • Contemporary Issues in Hospitality • Introduction to Food and Beverage • Food and Beverage Administration Practices • Food & Beverage Management and Entrepreneurship
	ROOMS DIVISION MANAGEMENT <ul style="list-style-type: none"> • Mandatory Courses • Contemporary Issues in Hospitality • Craft-based Learning – Rooms Division • Rooms Division • Operations Management • Rooms Division Management 	
ENTREPRENEURSHIP <i>(Common to all specializations)</i>	<ul style="list-style-type: none"> • Principles of Strategic Management • Managing Events • Business Planning • Marketing • People Management • Customer Service 	<ul style="list-style-type: none"> • Services Marketing • Basic Finance • Cost, Price & Revenue Management • Management Finance • Operational Event Planning
GENERAL EDUCATION	<ul style="list-style-type: none"> • Information Technology • Foreign Language • English • Communication 	

Note: for semester 3 of the Postgraduate Higher Diploma, students are required to choose a total of 6 courses from semesters 4, 6 and 7 of the hospitality pathway. Internships will be taken after the final semester on campus. These course titles are guidelines and subject to change at any time.

EVENT, SPORT AND ENTERTAINMENT | 1 to 2 years

The postgraduate programs offer students who are looking for a career change, the opportunity to learn the fundamental skills and knowledge of the event, sport and entertainment industry.

Note: students with work experience and no Bachelor Degree will be awarded a Professional Development Diploma or Higher Diploma depending on the program they choose in place of the Postgraduate Diploma or Higher Diploma.



A* POSTGRADUATE DIPLOMA IN EVENT, SPORT & ENTERTAINMENT ADMINISTRATION OR IN SPORT ADMINISTRATION

2 taught semesters (12 courses) plus 1 internship in the industry

B* POSTGRADUATE HIGHER DIPLOMA IN EVENT, SPORT & ENTERTAINMENT MANAGEMENT OR IN SPORT MANAGEMENT

3 taught semesters (18 courses) plus 1 internship in the industry



	SEMESTERS 1 & 2
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> • ESE Craft-based learning 2 (CBL 2)* • Managing Performance and Participation** • Operational Event Planning* • Managing Events • Safe Working Practices**
ENTREPRENEURSHIP	<ul style="list-style-type: none"> • Business Planning • Marketing • Services Marketing • Customer Services • Principles of Strategic Management • People Management • Cost, Price and Revenue Management • Basic Finance • Management Finance
GENERAL EDUCATION	<ul style="list-style-type: none"> • English • Foreign Language • Basic IT • Communication

Note: all students will complete a 3-6 months internship after final semester on campus. These course titles are guidelines and subject to change at any time.

* on Glion campus only

** on Bulle campus only



GRADUATE PROGRAMS

Master of Business Administration | Master of Education

MASTER OF BUSINESS ADMINISTRATION

MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT WITH SERVICE INDUSTRIES LEADERSHIP OR WITH SERVICE INDUSTRIES MARKETING

The objective of this program is to educate future leaders by developing their managerial and business skills. Students will acquire an integrated and critical understanding of management and organizations, thus allowing them to take an effective role in their future job. This Master degree addresses all aspects of contemporary challenges companies face in a global and competitive environment. Students will study organizations, their management and changing external context in order to understand complex business issues and improve management practice in a systematic and creative manner. Students are able to focus their studies in Marketing or Leadership so they may enhance their employability by increasing their specialist skills in these two key aspects of global management. Students will mature personally and professionally and acquire lifelong learning skills which will contribute to their future creativity and business success.

SEQUENCE OF STUDIES

This one full calendar year intensive program (42 credits) consists of 2 taught semesters during which all courses are completed. The applied research project is completed during the months after the end of the second semester. During the first semester, students will take the core courses and during the second semester they will take the specialized courses in leadership or marketing and will commence their applied research project. The Preparatory Knowledge Program (PKP) sets the scene for future study and will help students get the most out of their Master courses.

PREPARATORY KNOWLEDGE PROGRAM (PKP) (course titles subject to review)

- Managerial Communication
- Business Computing
- Tourism
- Economics for Business
- Fundamentals of Accounting

CORE COURSES MODULES (semester 1)

- Managing Service Operations in the Evolving Business Environment
- Human Resources Management
- Data Driven Decision Making
- Managerial Finance and Accounting
- Hospitality and Services Marketing Solutions

SPECIALIZED MODULES (predominantly semester 2)

Marketing Specialization

- Applied Business Project
- Global Strategic Management
- Marketing Research
- Consumer Behaviour
- Revenue Management
- Integrated Marketing Communications
- Brand Management
- Design Management and New Product Development

SPECIALIZED MODULES (predominantly semester 3)

Leadership Specialization

- Applied Business Project
- Global Strategic Management
- Managing Organizations, Ideas and Growth
- Managing Technologies, Operations and Processes
- Challenges of Leadership
- Cross-Cultural Management of Teams and Projects
- Entrepreneurship and Business Planning
- Corporate Social Responsibility, International Business Ethics and Corporate Governance

MASTER OF EDUCATION

MASTER OF EDUCATION IN HOSPITALITY ORGANIZATIONAL TRAINING AND MANAGEMENT



This program has been designed for people who wish to work in tertiary education or training departments within hospitality and service industries.

It addresses the performance and training of individuals and groups within organizations and also deals with the development of people and processes critical to high performance organizations. Students develop and practice transferable skills such as communication, self-management and critical thinking. This program is based on the belief that learning leads to change and that those organizations with the ability to learn continuously will be successful in uncertain and changing environments. The program is delivered through separate and integrated studies.

PREPARATORY KNOWLEDGE PROGRAM (PKP)

- Managerial Communications
- Tourism

CORE COURSES MODULES (semester 1)

- Skills for Teaching and Training I
- Distance and E Learning
- Challenges of Leadership
- Fundamentals of Educational Thought
- Cross-cultural Management
- Business Research Methods

SPECIALIZED MODULES (semester 2)

- Skills for Teaching and Training II
- Workplace and Action learning
- Education Policy, Philosophy and Quality
- Education and Ethics
- Curriculum Design
- Professional Development and Training Processes
- Applied Research Project

ONLINE MBA IN INTERNATIONAL HOSPITALITY MANAGEMENT

THE GLION ONLINE MBA IS ONLY DESTINED AT HIGH LEVEL HOSPITALITY PROFESSIONALS WITH EXTENSIVE MANAGERIAL EXPERIENCE

E-LEARNING OFFERS UNPARALLELED OPPORTUNITIES TO ADVANCE YOUR CAREER

The demanding schedules of working professionals are no longer a barrier to enhancing qualifications. Glion Institute of Higher Education's virtual classroom provides study opportunities with a multi-national student community, and offers comprehensive support from enrollment to graduation.

BENEFITS OF STUDYING ONLINE

- Small virtual class sizes
- Accessibility
- Interaction with international faculty and like-minded professionals
- Notable faculty who consist of industry experts, university professors and managers
- Support from a personally appointed Student Support Manager who offers academic guidance throughout the period of study
- With no geographic restrictions and flexible lecture times, dedicated working professionals from all over the world will now have access to a level of higher education that is available 24 hours a day, 7 days a week

SPECIALIZATIONS AVAILABLE

- General Management for the Service Industries
- Marketing and Innovation
- Asset and Revenue Management
- Self Designed

WHY AN ONLINE MBA WITH GLION ?

The Glion online MBA offers students a management curriculum that balances hospitality and tourism applied knowledge with a core of management and leadership theory. With the growing number of jobs in hospitality and tourism, and its increasingly competitive nature, working professionals need to stand out from the crowd to climb the career ladder. Employers look for individuals who display the characteristics of leadership and management with real industry experience. The Glion online MBA has distinct advantages for working professionals. From the moment the program begins, our students will apply theory and knowledge to practice. Graduates of the Glion online MBA program will be well prepared to lead and manage. Our graduates can expect to confidently advance into more senior positions within the hospitality and tourism industry as well as change career path and consider other Services Industry options.

COMPLETION TIME

2.5 years (10 courses of 8 weeks each) + dissertation (16-20 weeks to complete)

INTAKES

5 intakes per year in: January, April, June, August, October

CORE COURSES

- Success Strategies for the Hospitality and Services Industry
- Managing Operations in the Evolving Business Environment
- Hospitality, Services and E-Marketing
- Human Resources Management
- Managerial Finance and Accounting
- Data Driven Decision Making
- Global Strategic Management
- Applied Research Project

SPECIALIZATION COURSES

General Management for Service Industries

- Challenges in Leadership
- Risk Management Systems in Hospitality
- Sustainability in Hospitality and Tourism

Marketing and Innovation

- Brand Management
- Integrated Marketing Communications
- Innovation and Product Research

Asset and Revenue Management

- Revenue Management
- Property and Asset Management
- Financial Strategy and Planning

Self Designed

- Choose any elective

APPLIED RESEARCH

Research is an important foundation stone of any academic program. At Glion, STAR (Swiss Tourism Applied Research) and the Center of Marketing Excellence endeavour to underpin research within student academic programs and staff development.

STAR | Swiss Tourism Applied Research

Students are involved in the research process at a number of strategic points, including:

THROUGH APPLIED RESEARCH PROJECTS

These are designed to give the student an empathy with the industry's research needs and enhance the employment profile of the student. It is possible for students to be offered employment via the applied research project. At present we have projects with Kempinski Hotels and ARJO and others are under development.

THROUGH THE RESEARCH UNIT STAFF

Many of the staff members have previous research experience with prominent organisations such as: UNESCO, The British Council, The British Standards Institute and National Tourist Boards. In addition Glion's research staff have been acknowledged by the United Nation Conference for Trade and Development and the World Bank, as well as contributing to the Oxford Analytica and the State Failure Task Force of NATO's. Students also benefit via dissertation supervision, pedagogy and case studies; research staff transmit their expertise back into the academic curriculum. For example, currently there are projects investigating the Wine Tourist, Fribourg Tourism industry, Sustainability and Adventure Tourism in National Parks, Financial Direct Investment in Emerging Tourism Economies and The Economic Impacts of Tourism in Niche Market destinations; all of which will impact on students' knowledge and understanding of research.

In addition, STAR provides a rolling programme of colloquiums which are designed for both staff and students to attend and glean new ideas and concepts; these can then be used for their academic development or future careers. Contributors have been eminent individuals from various tourism and hospitality establishments.

Overall, the aim of STAR is to augment the student experience by developing sustainable research and consultancy, relevant to the Tourism and Hospitality Industry. It also enhances both the reputation of Glion and the students' research ability, a necessary skill for any future manager in this dynamic industry.

GLION CENTER OF MARKETING EXCELLENCE

VISION

The Center brings together leading scholars and professionals to share industry marketing knowledge by providing opportunities that inspire, challenge, and empower individuals to create diverse and sophisticated content in a passionate and flexible environment.

MISSION

The Center of Marketing Excellence mission's is to become the academic leader for developing international human capital in order to meet the global marketing needs of the hospitality, tourism, and events industries.

In addition to its undergraduate and graduate curriculum design and delivery, the Center offers a variety of proprietary consulting services to the international hospitality, tourism and events management industries.

We specialize in market research, strategy development and corporate training. Our market research expertise includes the analysis of consumer behavior to develop market profiles, customer experience models, and intelligence analytics. Strategy development services include the identification of market opportunities and the formation of business models.

We also offer a full range of integrated marketing communications strategy development that focuses on media channel strategy and creative and brand development.

Our corporate training services are tailored to the needs of an organization. On-site and off-site delivery of the curriculum is offered. These training programs are an excellent way for managers to fill knowledge gaps within their departments. Both short and long programs are available.

ADMISSION REQUIREMENTS

DIPLOMA PROGRAM

1. Age of admission, typically, 17 years of age or older.
2. A completed application form with all pertinent attachments and an application fee of CHF 100.-
3. An essay explaining the student's motivation (minimum of 250 words and maximum of 1,000 words).
4. A copy of a High School Diploma, or completed High School Secondary Education in a recognized institution or work experience. The document must show all courses completed and the grades received.
5. For those who have studied outside Switzerland or the European Union:
 - 5.1 Complete information on the School or College with an explanation of the grading system in English or French.
 - 5.2 Letter of recommendation from a teacher or guidance counselor.
6. If English is not your mother tongue, or if you have not spent at least 3 years in an English speaking school, please enclose a copy of one of the following:
 - 6.1 TOEFL: minimum score of 500 for the written based test, 173 points for computer based test or 61 points for the Internet based test. The TOEFL testing code number for Glion Institute of Higher Education is 7337.
 - 6.2 Cambridge First Certificate : Grade C.
 - 6.3 I.E.L.T.S. minimum of 5.0 in listening, reading, writing & speaking in all components.
 - 6.4 All English certificates must have been issued in the last 12 months prior to admission.
7. A valid medical certificate.
8. Students achieving the Diploma with an average of 7.5 may progress to the Degree program.

ASSOCIATE / BACHELOR DEGREE

1. Age 18 or above.
2. A completed application form with all pertinent attachments and an application fee of CHF 100.-
3. An essay explaining the student's motivation (minimum of 250 words and maximum of 1,000 words).
4. A copy of Baccalauréat, Maturité, Abitur, A-levels, accredited International High School Diploma, University Degree or equivalent. The above must show all courses completed and the grades received.
5. For those who have studied outside Switzerland or the European Union:
 - 5.1 Complete information on the school or college with an explanation of the grading system in English or French.
 - 5.2 Letter of recommendation from a teacher or guidance counselor.
6. If English is not your mother tongue, or if you have not spent at least 3 years in an English speaking school, please enclose a copy of one of the following:
 - 6.1 TOEFL: minimum score of 500 points for the paper based test, 173 points for the computer based test, 61 points for

the internet based test. The TOEFL testing code number for Glion Institute of Higher Education is 7337.

- 6.2 Cambridge First Certificate: Grade C.
- 6.3 I.E.L.T.S. minimum of 5.0 in listening, reading, writing & speaking in all components.
- 6.4 All English certificates must have been issued in the last 12 months prior to admission.
7. A valid medical certificate.

POSTGRADUATE PROGRAMS

1. Normally aged 24 or above.
2. A completed application form with all pertinent attachments and an application fee of CHF 100.-
3. An essay explaining the student's motivation (minimum of 250 words and maximum of 1,000 words).
4. A Degree or equivalent or three years of work experience (not necessarily hospitality based). Non degree holders will receive a Professional Diploma or Higher Diploma.
5. If English is not your mother tongue, or if you have not spent at least 3 years in an English speaking school or work environment, please enclose a copy of one of the following:
 - 5.1 TOEFL: minimum score of 550 points for the paper based test, 213 points for the computer based test, 79/80 points for the internet based test. The TOEFL testing code number for Glion Institute of Higher Education is 7337.
 - 5.2 Cambridge First Certificate: Grade B.
 - 5.3 I.E.L.T.S. minimum of 5.5 in listening, reading, writing & speaking in all components.
 - 5.4 All English certificates must have been issued in the last 12 months prior to admission.
6. A valid medical certificate.

MASTER OF BUSINESS ADMINISTRATION

1. A completed application form with all pertinent attachments and an application fee of CHF 100.-
2. Applicants must have a Bachelor Degree preferably in Hospitality, Tourism or Event Management or a Business Degree or equivalent qualification
3. If English is not your mother tongue, or if you have not spent at least 3 years in an English speaking school or working environment, please enclose a copy of one of the following:
 - 3.1 Minimum TOEFL score of 575 paper based or 230 for the computer scoring system or 90 for the internet based test
 - 3.2 Certificate in Advanced English (CAE) : Grade B
 - 3.3 I.E.L.T.S. minimum overall of 6.0. in all componentsAll English certificates must have been issued in the last 12 months prior to admission.
4. Candidates must submit a confidential reference form which the Admissions Department will send to the candidate upon receipt of his/her application.
5. A valid medical certificate.

MASTER OF EDUCATION

1. A completed application form with all pertinent attachments and an application fee of CHF 100.-
2. Applicants must have a Bachelor Degree or equivalent or over five years of documented work experience at an appropriate level.
3. If English is not your mother tongue, or if you have not spent at least 3 years in an English speaking school or work environment, please enclose a copy of one of the following:
 - 3.1 TOEFL: minimum score of 575 for the paper based test or 220 for the computer based test or 90 for the internet based test. The code number for Glion Institute of Higher Education is 7337.
 - 3.2 Cambridge Advanced Certificate: Grade B.
 - 3.3 I.E.L.T.S minimum overall band of 6.0 in listening, reading, writing and speaking.
4. Candidates must submit a confidential reference form which the Admissions Department will send to the candidate upon receipt of his/her application.
5. A valid medical certificate.

ONLINE MASTER OF BUSINESS ADMINISTRATION

1. Bachelor Degree preferably in Hospitality, Tourism or Event Management, or a Business Degree or equivalent qualification .
2. Significant relevant work experience.
3. English
 - 3.1 Minimum TOEFL score of 575 paper based or 230 for the computer scoring system or 90 for the internet based test.
 - 3.2 Cambridge Advanced Certificate: Grade B.
 - 3.3 I.E.L.T.S. minimum overall of 6.0. in all components.
4. All English certificates must have been issued in the last 12 months prior to admission.
5. Candidates must submit two confidential professional reference forms which the Admissions Team will send to the candidate upon receipt of application.

REGISTRATION PROCEDURE

The administration of the registration process is handled by the Admissions Department of Glion Institute of Higher Education. Certified academic transcripts, certified copies of degrees as well as letters of recommendation from employers and personal portfolios have to be sent with the application form. A final registration occurs on payment of the deposit and satisfactory completion of all admissions records and requirements.





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